



MSHDA BRAND GUIDELINES

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WHAT IS A BRAND IDENTITY? (Following the brand guidelines ONLY applies to the MSHDA-related logos)

A brand identity is how an entity chooses to be perceived by its external audience. The components of a brand (logo, colors, typeface, tone) are created by an organization to reflect value and to appeal to customers.

WHY DO WE NEED BRAND GUIDELINES?

Brand guidelines are essential to building a strong brand. They empower organizations to build from universal rules and best practices so that the brand identity is experienced clearly and consistently. Brand guidelines also ensure the brand identity is protected across every touch point.

The Brand Identity Guidelines better positions MSHDA to:

1. MAINTAIN AUTHENTICITY AND BUILD EQUITY

Authenticity and equity are crucial to reinforcing the relevance of our brand to customers, partners and stakeholders. Maintaining a consistent brand identity protects the brand from dilution.

2. PROVIDE MORE CONSISTENCY AND QUALITY ACROSS THE SYSTEM

Authority-wide consistency and quality strengthens the connection that customers and partners draw from everything they see and hear, increasing value in the brand.

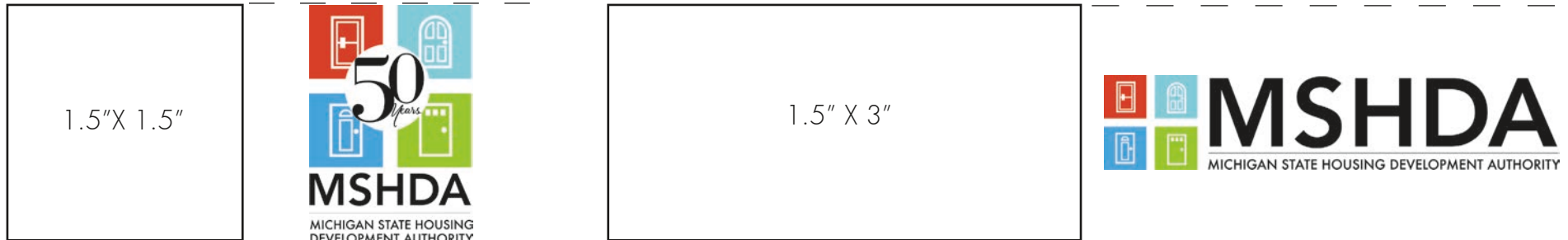
3. FACILITATE INCREASED PRODUCTIVITY

A commitment to following the brand guidelines provides for longer-lasting materials, greater efficiency and saves time and money.

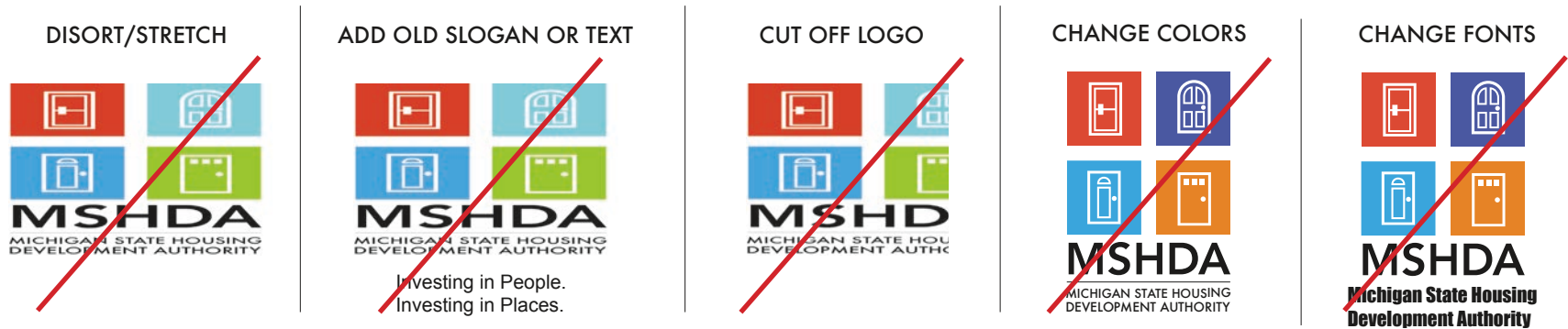
THE BRAND

The MSHDA logo is the most immediate representation of our brand, services, and products. It is a valuable asset that must be used consistently and with proper formatting. When using the MSHDA logo, the dimensional proportions of height and width should remain the same at all times. Never distort the height or width of the logo just to fit into a space.

- Logos should never be smaller than 1.5" x 1.5" for vertical logos and 1.5" x 3" for horizontal logos.



- Do not use any previous MSHDA logos.
- Do not alter the logo in any way. Examples of altering the logo include:



DO'S + DONT'S

Futura is the typeface of our brand identity. It is strongly recommended, that Futura be used in communications where applicable. If Futura is not available, use Arial for all copy and headers.

FUTURA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FUTURA MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL BOLD


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

TYPOGRAPHY

All external requests to use a MSHDA logo should be made by filling out the Logo Request/Submission Form. This form can be found on the intranet home page. Please complete the form and send to Communications-MSHDA@michigan.gov. The Communications division will supply logos to external partners, stakeholders, vendors, etc.



LOGO REQUEST/SUBMISSION FORM
FOR EXTERNAL REQUESTS

REQUESTER INFORMATION

Name:

Organization/Event Name:

Email address:

Phone:

Date:

Due Date:

LOGO REQUESTING

☐ MSHDA 50th Anniversary logo (only to be used on any temporary printed or digital materials, do not use on materials that will be duplicated or continued for further use past the 2016 calendar year)

☐ MSHDA logo (horizontal orientation)

☐ MSHDA logo (vertical orientation)

COLOR REQUIREMENTS

☐ Color ☐ Black

FORMAT REQUESTED

☐ .JPG ☐ .PDF ☐ .EPS ☐ .TIF ☐ OTHER

INTENDED USAGE & PROJECTED NUMBER OF AUDIENCE:

FINAL APPROXIMATE SIZE:

Please check one:

☐ Send me a copy of the MSHDA Brand Style Guide.

☐ I already have a copy of the MSHDA Brand Syle Guide.

For correct usage of the MSHDA logo, please refer to the MSHDA Brand Guideline or contact us at Communications-MSHDA@michigan.gov with any questions. We are happy to work with you or your vendors to ensure proper and consistent use of the MSHDA logo.

Required Signatures:

LOGO REQUESTS

These colors can be used to guide your presentations and other projects representing the MSHDA brand. Using these colors reinforces brand consistency.

PANTONE 7417
C=9, M=87, Y=90, K=1
R= 218, G=72, B=50



PANTONE 630
C=50, M=1, Y=14, K=0
R= 119, G=203, B=217



PANTONE 7688
C=69, M=19, Y=0, K=0
R= 55, G=165, B=221



PANTONE 368
C=45, M=0, Y=96, K=0
R= 153, G=202, B=67



SWATCHES



USAGE

This logo is the anniversary logo to recognize 50 years of serving Michigan households. This logo should only be used during the 2016 calendar year. Although the anniversary logo may roll-over into the beginning of 2017, it is imperative to ask yourself when using this logo if time, expense, and process could be issues when replacing the anniversary logo with the standard MSHDA logo. Please contact Communications-MSHDA@michigan.gov if you have any questions.

USAGE EXAMPLES:

Print collateral, newsletters, events, sponsorships, social media

- 1a. Full-color logos should always be on a white background.
- 1b. For black backgrounds a white inverse logo should be used.
- 1c. On different colored backgrounds and for one-color requests, a black or white version of the logo should be used.

1a.



1b.



1c.



ANNIVERSARY LOGO



MONDAY MORNING
NEWS E-NEWSLETTER



POWER POINT TEMPLATE



SOCIAL MEDIA

ANNIVERSARY LOGO EXAMPLES



USAGE

The horizontal logo should be used on materials that either do not use the anniversary logo or where space is permitted.

USAGE EXAMPLES:

Print collateral, newsletters, events, web, sponsorships, development and retail signage, tradeshow, swag, exhibit materials/handouts

2a. Full-color logos should always be on a white background.

2b. For one-color logo requests a black logo is recommended.

2c. For colored backgrounds a white logo should be used.

2a.



2b.



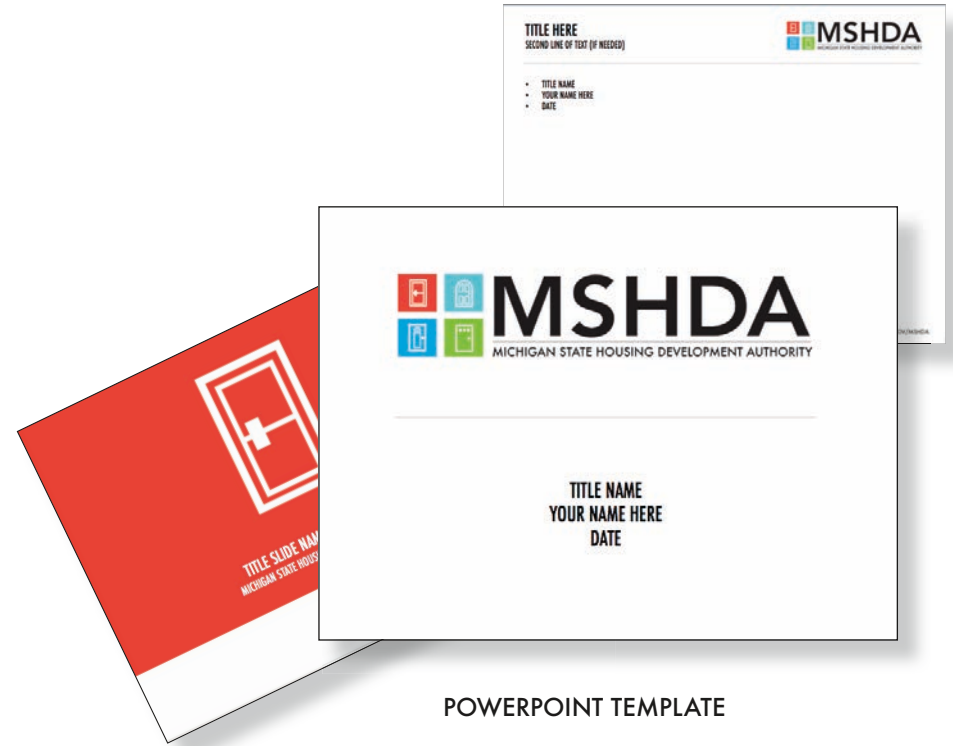
2c.



HORIZONTAL LOGO



MSHDA WEBSITE



POWERPOINT TEMPLATE



TRADESHOW BOOTH
ASSETS

HORIZONTAL LOGO EXAMPLES



USAGE

The vertical logo should be used on materials where the anniversary logo and horizontal logo are not used and where space is permitted.

USAGE EXAMPLES:

Print collateral, newsletters, events, web, sponsorships, development and retail signage, tradeshow, swag, exhibit materials/handouts

3a. Full-color logos should always be on a white background.

3b. For colored backgrounds a white inverse logo should be used.

3c. For other colored backgrounds and one-color request a black version of the logo can be used.

3a.



3b.



3c.



VERTICAL LOGO



PRINT MATERIALS



PRINT ADVERTISEMENT



SOCIAL MEDIA

VERTICAL LOGO EXAMPLES

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

USAGE

Type treatment should only be used in the following scenarios:

- When the graphic logo would have to be reduced to a size smaller than 1.5" x 1.5" for vertical treatments or 1.5" x 3" for horizontal treatments.
- When readability would be compromised
- For formal materials intended for long-term documentation

USAGE EXAMPLES:

Word documents, templates, events, web, sponsorships, development and retail signage, tradeshow, swag

4a. Inverse/colored background option

4a.

MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

TYPE TREATMENT



USAGE

All business cards should look exactly like the sample shown. To request business cards, please fill out a MSHDA-2 form and send to Deanna Anderson at andersond@michigan.gov.

BUSINESS CARDS



USAGE

There are two PowerPoint templates to choose from:

- The 50th Anniversary template
- The Standard template

These should be used for all presentations given by MSHDA employees. For assistance on how to make a PPT, please refer to the How to Create a PPT document on the Intranet.

POWERPOINT TEMPLATES

USAGE

An email signature, or signature block, should efficiently convey all necessary contact information to each person you email. Your name, title, division name, business address and phone number(s) should be included. Please do not add any MSHDA logos or other graphics on your email signature. Graphic elements greatly increase the probability of your message being considered spam and many email programs will show them as attachments.

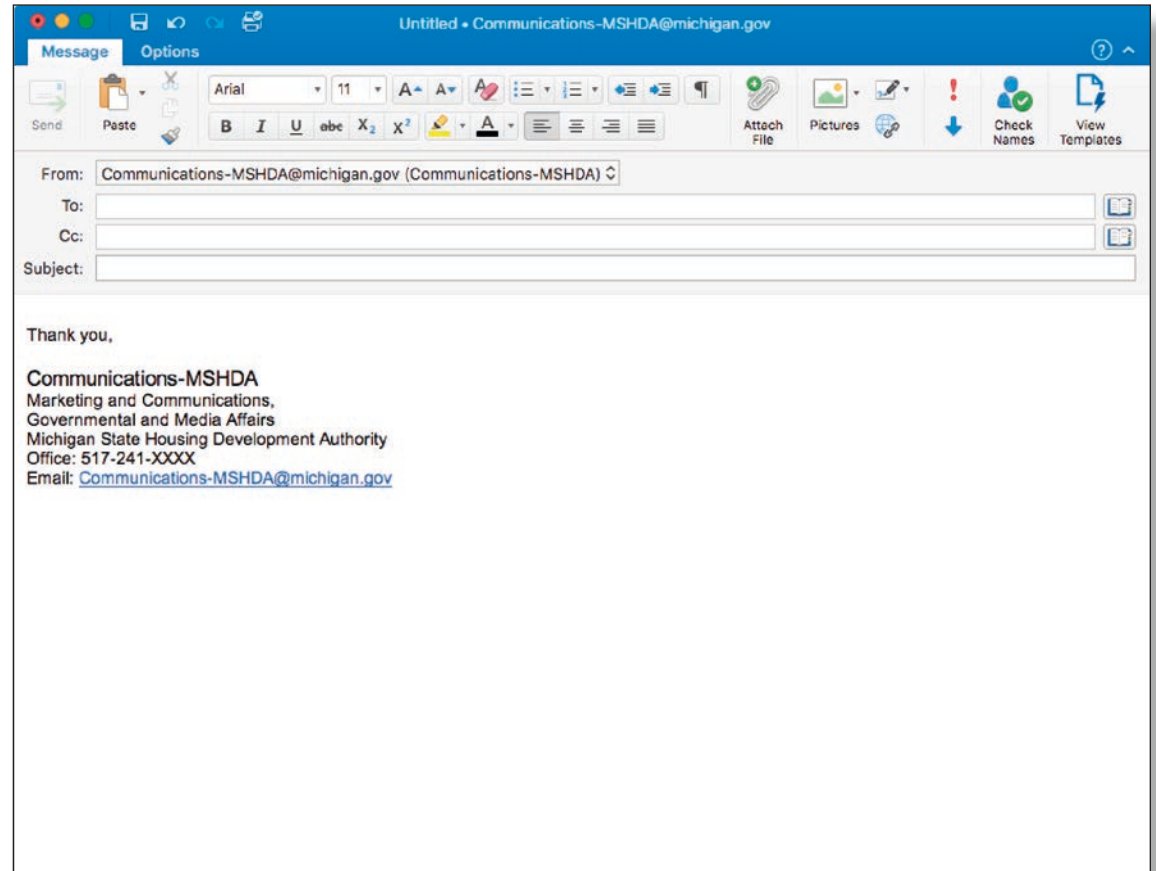
Employees can select one of the four brand colors outlined on page 6 of the brand guidelines for your name line.

Please refrain from:

- Using multiple fonts, including cursive or script fonts for your name
- Using periods instead of dashes/hyphens in phone numbers
- Adding philosophical statements or quotations

QUESTIONS

Contact Communications-MSHDA@michigan.gov for help with set-up.



EMAIL SIGNATURE

